

FIG. 1

PROGRAM DATABASE - 200

DATE/TIME	CHANNEL	TITLE	GENRE	...	ACTOR
11/18/99 -- 8:00 P.M.	CH 1	LUCY	COMEDY		CLINT DENIRO
11/18/99 -- 8:30 P.M.	CH 1	AL'S FAMILY	SITCOM		JENNIFER COX
...					
11/18/99 -- 9:00 P.M.	CH 3	YOUR HOUSE	DRAMA		LUCY VANCE

FIG. 2

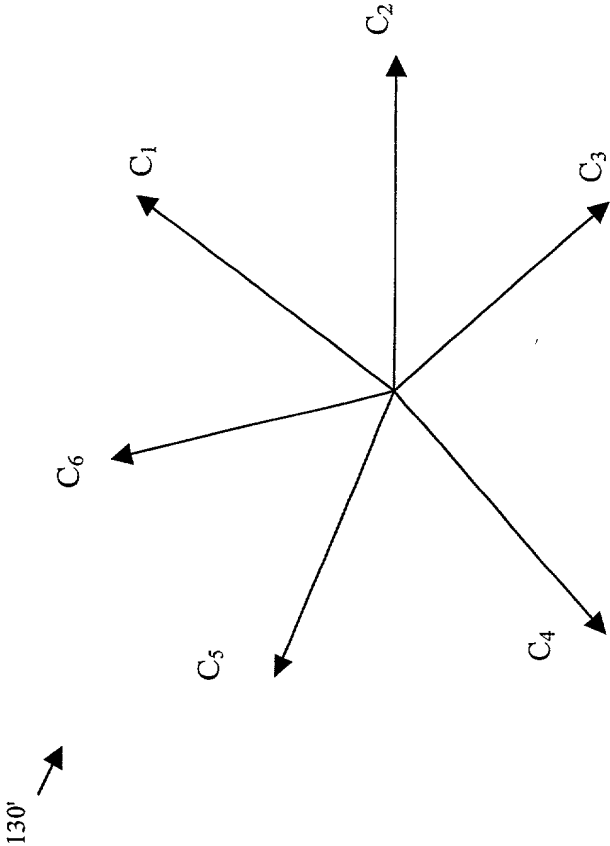


FIG. 3

VIEWING HISTORY 400

	TIME	TV RATING	SEX RATING	VIOLENCE RATING	LANG. RATING	STATION	TITLE	GENRE 1	...	GENRE	...	CLASS	3D PARTY
	<u>420</u>	<u>422</u>	<u>424</u>	<u>426</u>	<u>428</u>	<u>430</u>	<u>432</u>	<u>434</u>		<u>N</u> <u>436</u>		<u>438</u>	<u>?</u> <u>440</u>
405	1930	TVPG	N	N	N	WPAX	SNFLD	COMEDY		SITUATION		POS	YES
406	2000	TVG	N	N	N	WPAX	6 TH HEAV.	DRAMA		FAMILY		POS	
407	1900	TVPG	N	N	N	WPAX	FRIENDLY	COMEDY		SITUATION		POS	YES
408	2200	?	N	N	N	MAX	STEALTH	ACTION		?		POS	
409	2200	TVPG	N	N	N	FIM	EDITION	ADVENTURE		ACTION		POS	
...													
410	0530	?	N	N	N	ASPN	RACEHORS E	NON-EVENT		?		NEG	
411	1400	?	N	N	N	TCL	FORENSIC	?		?		NEG	
412	0930	?	N	N	N	TVL	HITCHCOCK	SUSPENSE		CLASSIC		NEG	
413	0730	TVPG	N	N	N	WPAX	PLANET WAR	CHILDREM		ANIMATE D		NEG	

FIG. 4A

VIEWER PROFILE 450

	RULE IDENTIFIER	CONDITIONS	RECOMMENDATION
451	RULE 1	TIME > 1830 & TIME <= 1930 & TV_RATING = TVPG & STATION = WPIX	480 POS [98.5%]
452	RULE 2	TIME = 2200 & TV_RATING = TVPG & (GENRE1 GENRE2) = ACTION	POS [96.5%]
453	RULE 3	GENRE1 = DRAMA	NEUTRAL
...			
454	RULE N	DEFAULT	NEG [100.0%]

FIG. 4B

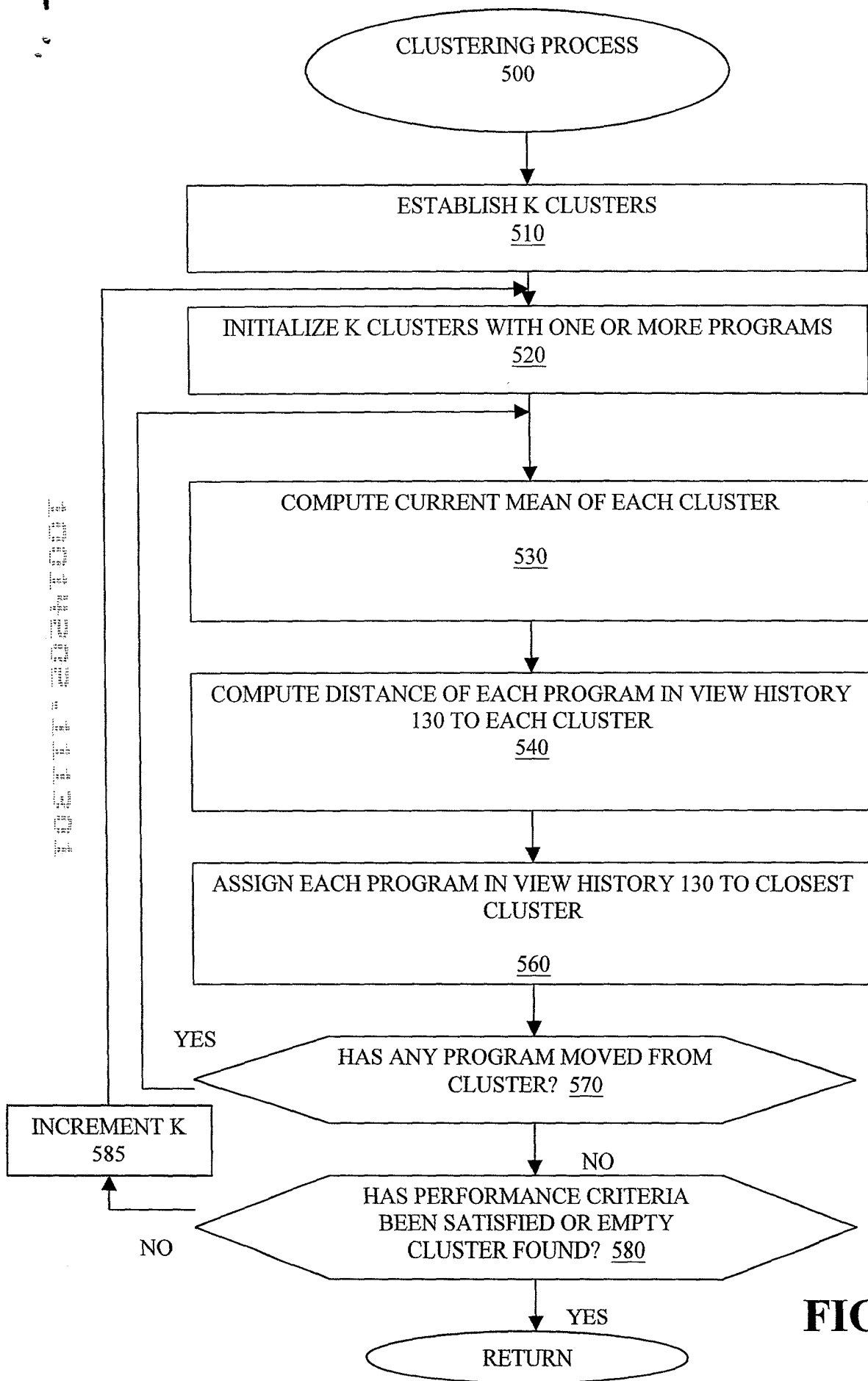
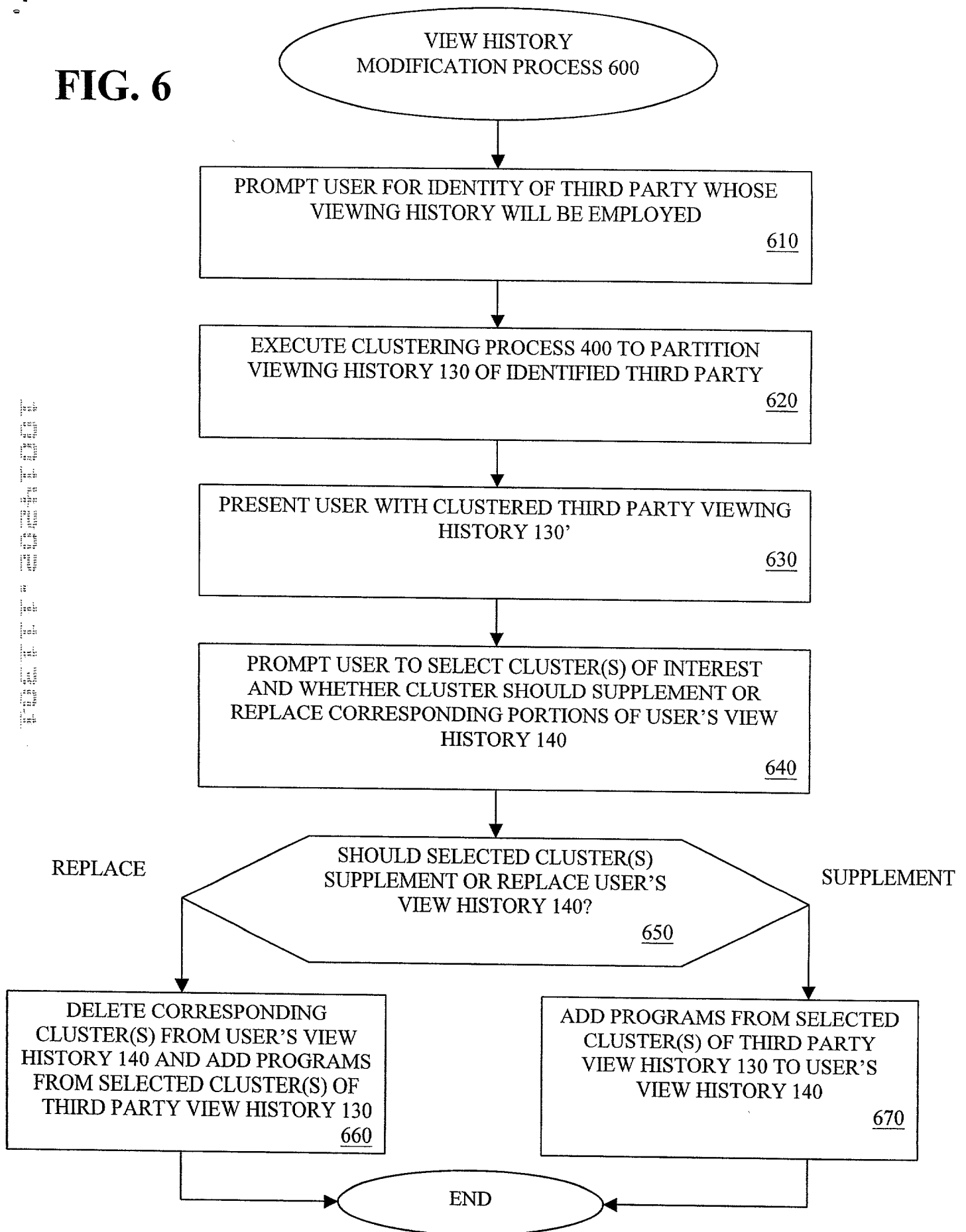


FIG. 5

FIG. 6



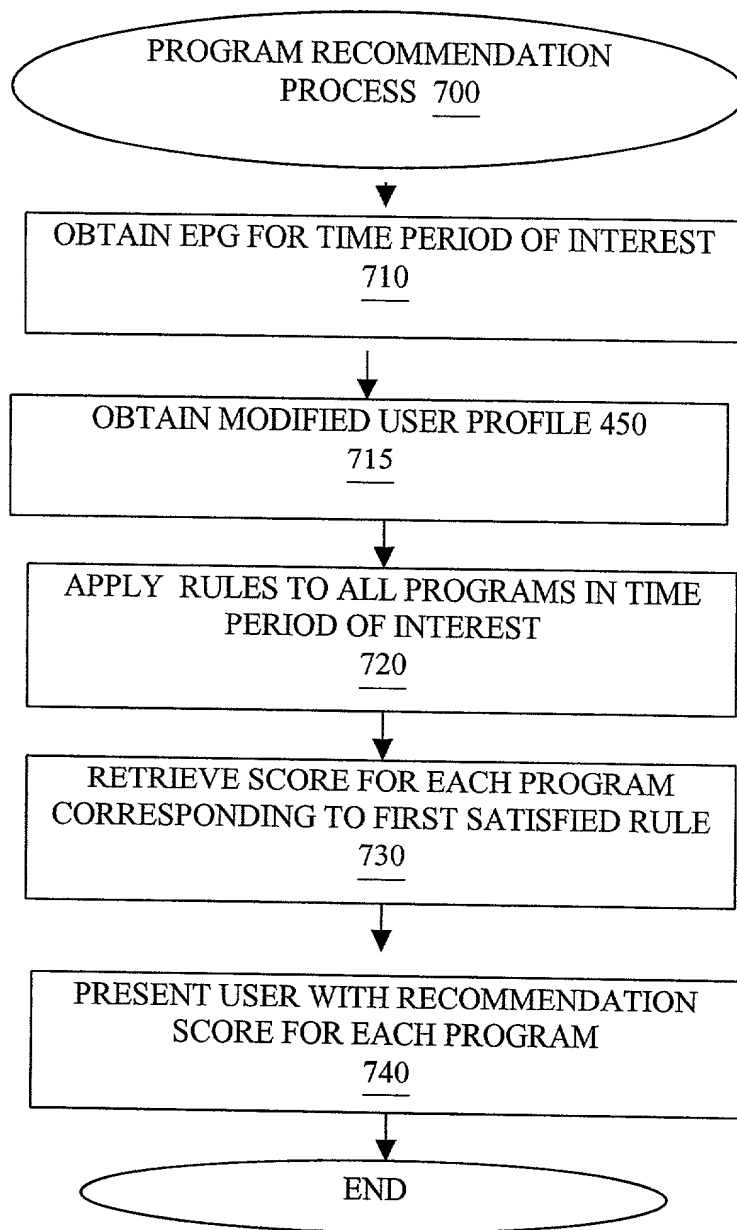


FIG. 7